



## Scientific Games' Next Evolution Player Account Management System to Advance Omnichannel Play for Danske Spil

ATLANTA – December 17, 2024 – [Scientific Games](#)' next evolution player account management system will support digital and retail play for [Danske Spil](#)'s unique lottery and gaming businesses, offering players in Denmark convenient access to online instant and draw games, and casino, bingo and sports content. The *SG PAM* delivers streamlined player registration, a segmented wallet and responsible gaming tools for each game category seamlessly across digital and retail channels. *SG PAM* is one component of the global lottery company's rapidly expanding and modern technology business and serves to continue Danske Spil's current PAM, which Scientific Games has provided since 2016.

**Danske Spil CIO Mikkel Müller** said, "The *SG PAM* solution supports Danske Spil in driving performance in responsible gaming and responding effectively to changes in the marketplace and consumer preferences. We look forward to continuing our strong collaboration with Scientific Games to support our business."

"Danske Spil's innovative vision continues to lead the way for the global lottery industry. We are excited that the Lottery's leadership has once again chosen our modern, flexible lottery omnichannel ecosystem, and we look forward to collaborating with its technology teams to integrate *SG PAM* with our new gaming system," said **Matthias Müller, VP of International Lottery Systems Sales and Marketing for Scientific Games**.

Scientific Games has served as Danske Spil's provider for more than 20 years. In addition to *SG PAM* and the *SYMPHONY* gaming system, the company provides the Lottery with instant scratch games and *WAVE* retailer terminals.

Annual profits from the National Lottery of Denmark are contributed to the Danish State and sports associations (Danish Gymnastics and Sports Associations and National Olympic Committee and Sports Confederation of Denmark), contributing to the funding of various projects within volunteerism, culture, nature, sports, and associations.

Scientific Games provides retail and digital games, technology, analytics and services to 150 lotteries in 50 countries around the globe. The company is the largest lottery games creator, producer and services provider in the world and the largest lottery systems provider in Europe. Scientific Games is a digital lottery innovator offering entertaining iLottery games, the largest portfolio of licensed brands in the industry and world-leading digital programs, including CRM, loyalty, promotions, second chance, mobile and web applications.

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### About Scientific Games

Scientific Games is a global leader in retail and digital products, technology and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate

play every day. We are industry pioneers in data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit [scientificgames.com](https://scientificgames.com).

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